

ORDER



Orders
Order / Rev: 704301
Alt Order #: 06261852
Product Desc: AMERICANS FOR PROS
Estimate: 1128
Flight Dates: 09/04/12 - 09/10/12
Original Date / Rev: 08/31/12 / 08/31/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Mentzer Media Services/ POL
Buying Contact:
Billing Contact:
 600 Fairmount Ave. Suite 306
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Americans For Prosperity
Demographic: A50+
Product Codes: IS-Candidate/Presidential
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	56	\$53,500.00	\$45,475.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	56	\$53,500.00	\$45,475.00	0.00
Totals	56	\$53,500.00	\$45,475.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KARE	27%	\$53,500.00
Market	100%	\$198,148.15

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWF	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	13%	\$25,759.26
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
KSTP	18%	\$35,666.67
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	0%	\$0.00
WCCO	41%	\$81,240.74
WFTC	1%	\$1,981.48

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KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KARE	09/04/12	09/06/12	Today Show Today Show	CM	7-9a	- T- T- - -	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/03/12	09/09/12	- T- T- - -		2			\$700.00		0.00				
2	KARE	09/05/12	09/07/12	Today Show Today Show	CM	7-9a	- - W- F- -	:30	4	\$700.00	P-2	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/03/12	09/09/12	- - W- F- -		4			\$700.00		0.00				
3	KARE	09/04/12	09/07/12	M-F 11a-12p KARE 11 Today	CM	11A-12P	- TWTF- -	:30	4	\$175.00	P-2	0.00	NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/03/12	09/09/12	- TWTF- -		4			\$175.00		0.00				
4	KARE	09/04/12	09/07/12	M-F 3-4p DR OZ	CM	3-4p	- T- - F- -	:30	2	\$325.00	P-2	0.00	NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/03/12	09/09/12	- T- - F- -		2			\$325.00		0.00				
5	KARE	09/04/12	09/07/12	M-F 4-430p KARE 11 4 News	CM	4-430P	- TWTF- -	:30	4	\$300.00	P-2	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/03/12	09/09/12	- TWTF- -		4			\$300.00		0.00				
6	KARE	09/04/12	09/07/12	M-F 430-5p Jeopardy	CM	430-5P	- TWTF- -	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/03/12	09/09/12	- TWTF- -		4			\$800.00		0.00				
7	KARE	09/04/12	09/07/12	M-F 5-530p KARE 11 5 News	CM	5-530p	- TWTF- -	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/03/12	09/09/12	- TWTF- -		4			\$1,200.00		0.00				
8	KARE	09/04/12	09/07/12	M-F 6-630p KARE 11 6 News	CM	6-630p	- TWTF- -	:30	4	\$1,300.00	P-2	0.00	NM	4	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/03/12	09/09/12	- TWTF- -		4			\$1,300.00		0.00				
N 9	KARE	09/04/12	09/07/12	M-F 630-7p Entertainment Tonigh	CM	630pm-7pm	- TWTF- -	:30	4	\$1,500.00	P-2	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/03/12	09/09/12	- TWTF- -		4			\$1,500.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
	2	KARE	09/03/12-09/09/12	M-F 630-7p		630pm-7pm	- TWThF- - - -	:30	(\$1,500.00)	0.00	NM				
	Credited														
10	KARE	09/04/12	09/07/12	M-F 10-1035p KARE News 10p	CM	10-1035P	- T- TF- -	:30	3	\$2,200.00	P-2	0.00	NM	3	\$6,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/03/12	09/09/12	- T- TF- -		3			\$2,200.00		0.00				
11	KARE	09/04/12	09/07/12	Tonight Show Tonight Show	CM	1035pm-1135pm	- TWTF- -	:30	4	\$750.00	P-2	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/03/12	09/09/12	- TWTF- -		4			\$750.00		0.00				
N 12	KARE	09/06/12	09/06/12	Thu Prime ROCK CENTER	CM	Thu Prime (9:00 PM-10:00 PM)	- - - T- - -	:30	1	\$1,500.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/03/12	09/09/12	- - - T- - -		1			\$1,500.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
	1	KARE	09/03/12-09/09/12	Thu Prime		Thu Prime	(9:00 PM-10:00 PM) - - - Th- - - -	:30	(\$1,500.00)	0.00	NM				
	Credited														
13	KARE	09/08/12	09/08/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	- - - - - S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/03/12	09/09/12	- - - - - S-		1			\$750.00		0.00				
14	KARE	09/08/12	09/08/12		CM	6-630P		:30	1	\$800.00	P-2	0.00	NM	1	\$800.00

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KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sat 6-630p			-----S-								
				KARE 11 6 News Sa											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-		1				\$800.00		0.00			
15	KARE	09/09/12	09/09/12	Sun 5-530p	CM	5-530P	-----S	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
				KARE 11 5 News Su											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S		1				\$850.00		0.00			
16	KARE	09/09/12	09/09/12	Sun Prime	CM	Sun Prime	-----S	:30	1	\$1,600.00	P-2	0.00	NM	0	\$0.00
				DATELINE		(7:00 PM-8:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S		1				\$1,600.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KARE	09/03/12-09/09/12		Sun Prime		Sun Prime	(7:00 PM-8:00 PM)-----Su	:30		(\$1,600.00)		0.00	NM		
Credited															
N17	KARE	09/09/12	09/09/12	KARE News 10p Su	CM	10-1035P	-----S	:30	1	\$2,500.00	P-2	0.00	NM	0	\$0.00
				KARE News 10p Su											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S		1				\$2,500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KARE	09/03/12-09/09/12		KARE News 10p Su		10-1035P	-----Su	:30		(\$2,500.00)		0.00	NM		
Credited															
18	KARE	09/10/12	09/10/12	Today Show	CM	7-9a	M-----	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
				Today Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----		2				\$700.00		0.00			
19	KARE	09/10/12	09/10/12	M-F 11a-12p	CM	11A-12P	M-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
				KARE 11 Today											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----		1				\$175.00		0.00			
20	KARE	09/10/12	09/10/12	M-F 3-4p	CM	3-4p	M-----	:30	1	\$325.00	P-2	0.00	NM	1	\$325.00
				DR OZ											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----		1				\$325.00		0.00			
21	KARE	09/10/12	09/10/12	M-F 4-430p	CM	4-430P	M-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
				KARE 11 4 News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----		1				\$300.00		0.00			
22	KARE	09/10/12	09/10/12	M-F 430-5p	CM	430-5P	M-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
				Jeopardy											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----		1				\$800.00		0.00			
23	KARE	09/10/12	09/10/12	M-F 5-530p	CM	5-530p	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				KARE 11 5 News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----		1				\$1,200.00		0.00			
24	KARE	09/10/12	09/10/12	M-F 6-630p	CM	6-630p	M-----	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
				KARE 11 6 News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----		1				\$1,300.00		0.00			
25	KARE	09/10/12	09/10/12	M-F 630-7p	CM	630pm-7pm	M-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
				Entertainment Tonigh											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----		1				\$1,500.00		0.00			
26	KARE	09/10/12	09/10/12	M-F 10-1035p	CM	10-1035P	M-----	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
				KARE News 10p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----		1				\$2,200.00		0.00			
27	KARE	09/10/12	09/10/12		CM	1035pm-1135pm	M-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00

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KARE

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Tonight Show															
Tonight Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	M-----	1		\$750.00		0.00						
28	KARE	09/09/12	09/09/12	Football Night in America	CM	6-715P	-----S	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
Football Night in America															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-----S	1		\$1,600.00		0.00						
N29	KARE	09/06/12	09/06/12	Thu Prime	CM	Thu Prime	---T---	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
Thu Prime															
(9:00 PM-10:00 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	---T---	1		\$1,500.00		0.00						
N30	KARE	09/05/12	09/05/12	NFL Kickoff Special	CM	Various	--W----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
NFL Kickoff Special															
(6:30 PM-7:00 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	--W----	1		\$1,500.00		0.00						
N31	KARE	09/09/12	09/09/12	Post NFL Late News	CM	1030-1105P	-----S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
Post NFL Late News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-----S	1		\$2,500.00		0.00						
													Totals	56	\$53,500.00